

## 'Prevention is the need of an hour'

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Omron Healthcare, globally known for home healthcare devices, celebrated its 83 anniversary. Incepted in 1933, the brand is one of the international leaders in the home healthcare segment. As a part of the celebration ceremony conducted in New Delhi, the company introduced some of its popular products such as blood pressure monitoring device, nebulizer, Body Composition Monitor etc., the products which have gained popularity in the Indian market. The company has already chalked out expansion plans for India and it will be soon deploying a huge amount of investment to map its presence in Tier II and III cities of the country.

While shedding some light on the current market scenario of India, Hiaso Masuda, MD, Omron Healthcare India stated, "Currently, the Indian healthcare market is flooded by Chinese products and it is mainly because these units are low in cost, but quality wise, they are not up to the mark. We at Omron, don't compromise on that aspect and since it is an 83-year-old brand, we have made inroads into the global market by our hard-work, dedication and delivering best quality products so, we cannot afford to lose that trust which our customers have shown on us over the years."

Echoing the same voice, Prakash Tiwari, Product and Marketing Manager, Omron India, opined, "Our company's aim is to make people aware about preventive health measures and their importance. In a country like India, where people try to avoid health-related issues, unless it becomes a bigger problem, prevention is the need of an hour. Our home healthcare devices have been designed to cater to the daily healthcare needs of the people and this will help them to live a healthy life."